

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
July 15, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Shake Bakalyan, Wells Fargo Bank
Susan Durante, Los Angeles Film School
Richard Falzone, Off Vine Restaurant
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Darcy Judd, Robertson Properties Group
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Craig Donahue, Vice President, The Donahue Group
George Abou-Daoud, Bowery Street Enterprises
Brent Gaulke, Gerding Edlen
Father Michael Mandala, Blessed Sacrament Church
George NeJame, Hudson Capital

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting
Steve Seyler, Andrews International Security

Guests

Cynthia Carlson, Thomas Safran and Associates
Nelson Diaz, Thomas Safran and Associates
Stuart Falk, Thomas Safran and Associates
Ed Corey, Blessed Sacrament Social Services
Jerry Hammond, CRA/LA

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:09 P.M.

2. Public Comment

Stuart Falk, a resident at 6222 Fountain Ave., introduced himself to the Board. Mr. Falk described his building's location and some of the issues he notices in the neighborhood around his apartment, specifically south of La Mirada Ave. on Vine. Nelson Diaz and Cynthia Carlson, Thomas Safran and Associates, introduced themselves to the Board as representatives of the 6222 Fountain Ave. building owner. Kerry Morrison recommended that Mr. Falk get in touch with the LAPD Senior Lead Officer for his apartment's area as the majority of the issues mentioned by Mr. Falk took place outside of the BID boundaries.

3. Approval of Board Minutes

Duke Gallagher said that he wanted one change to be noted in the June minutes. On page four, where Gallagher refers to the naval base transformation under the Streetscape Committee item two, Gallagher asked that the location be changed from La Jolla to San Diego. The board noted the change.

It was moved by Duke Gallagher, seconded by Fred Rosenthal and CARRIED to approve the Minutes from June 10, 2008 CHC Board Meeting with the above listed change. Unanimously approved.

4. Treasurer's Report

Duke Gallagher reviewed with the board the financial statement for the period ending June 30, 2008. Net cash on hand for this period is \$773,398.

It was moved by Brad Folb, seconded by Susan Durante and CARRIED to approve the Treasurer's Report from June 30, 2008. Unanimously approved.

5. Committee and Program Reports

A. Security Committee

1. Security Committee Meeting Update: Darcy Judd gave the board some information from the committee's last joint meeting. Judd informed the board that the committee discussed such issues as nightclub noise in relation to neighboring residents, street character and illegal vending issues and possibly having a bike patrol for Andrews International. Judd shared with the board some of the arrests statistics given during the meeting. Steve Seyler described the progress Andrews International continues to make with homeless individuals in the area.

2. Step Up on Second Field Trip and Project Connect Day Update: Kerry Morrison discussed with the board last month's Project Y!MBY's Homeless Connect Day at the Music Box Theatre. The event helped serve close to 600 homeless individuals in the Hollywood area. Morrison also mentioned the recent tour to Step Up on Second. Dirk Degraeve, Susan Durante and Carol Massie who attended the tour all described for

the board their individual experiences and recollections from the day. Dirk Degraeve explained that he believed the facility was a great example for the Hollywood community to emulate in order to better assist those who are homeless in the area. Seyler informed the board that over the last month BID patrol had spent approximately 37 ¾ hours with just one individual trying to get them placed in supportive services. Morrison described how the availability of supportive housing facilities in Hollywood would help free up resources, such as BID patrol, and help lessen the impacts of homelessness in Hollywood.

3. Report from Social Services at Blessed Sacrament: Ed Corey began by thanking the CHC Board for their generous contribution last year to Social Services at Blessed Sacrament. Corey also thanked Brad Folb and Paramount Contractors for their carpet donation to the facility. Thanks to these and other generous donations this year Social Services at Blessed Sacrament is able to serve around 11 more individuals a day, compared to this time last year. If this rate continues, the center will serve close to 14,000 people during the 2008 year. Corey informed the board that the facility has been given a case worker through Travelers' Aid, who is at the facility 16 hours a week. In addition to this, the CRA has agreed to renovate the 1920's era convent and make it ADA compliant. Should the CHC Board choose to contribute to Blessed Sacrament Social Services this year half the contribution will go toward keeping the facility open during construction. A question was proposed to Steve Seyler if Social Services was an asset to BID Patrol. Seyler responded that the location is a great help to the BID officers who often refer homeless individuals there for such amenities as food and a shower. Degraeve proposed to the Board possibly increasing the contribution amount in order to help aid with the extra clientele being served by the facility on a daily basis. Duke Gallagher informed the Board that an increase in the contribution to \$14,000 could be done and would only put the BID \$210 over budget for their Homeless Coordinator line item. (Morrison informed the Board that Gallagher was already including their anticipated \$10,000 contribution to the PATH H.E.R.O. program, which recently secured funding from the CRA to continue its outreach efforts in Hollywood.)

It was moved by Duke Gallagher, seconded by Darcy Judd and CARRIED to approve that the CHC would make a one time contribution of \$14,000 to Social Services at Blessed Sacrament to assist the facility during the coming 2009 year. [Abstentions: Susan Durante]

4. Villas at Gower Formal Position: Jerry Hammond, CRA/LA introduced himself to the Board. Hammond described for the board the proposed project at Gower which would be having its public hearing August 7, 2008. The facility will feature 70 units for low income individuals and families. The project is also scheduled to include 60,000 sq. feet of community space and services including intensive case management for residents. Hammond asked if the board would be willing to submit a letter stating that the Central Hollywood Coalition and Sunset and Vine BID are in support of the permanent supportive housing project to serve Hollywood's homeless population.

It was moved by Michael Pogorzelski, seconded by Richard Falzone and CARRIED to approve that the CHC would submit a letter stating that both the CHC Board of

Directors and Sunset and Vine BID are in support of the Villas at Gower Project. The board would underscore in the letter that BID resources must be dedicated to homeless issues and it would be more cost effective to have housing more readily available. Unanimously approved.

5. Contract Amendment to CHC and Andrews International Agreement: Steve Seyler informed the board that at the last Joint Security Committee meeting the committee had voted in approval of changing the required time spent for firearms qualification from once a month to no less than every other month.

It was moved by Shake Bakalyan, seconded by Carol Massie and CARRIED to reduce the number of hours for firearms training set forth in the contract between the CHC and Andrews International, from one time per month to every other month. Unanimously approved.

6. Bike Patrol: Steve Seyler reported that the Joint Security Committee supported a proposal to initiate a Bike Patrol for the two BIDs. The program would start off with a team of two bikes at a cost not to exceed \$2,500. Morrison informed the board that the cost for the equipment would be split as a 64/36 ratio between the two BIDs. If the program proves to be effective the board could then look to expand it at a later time.

It was moved by Carol Massie, seconded by Fred Rosenthal and CARRIED to approve the purchase of bicycle equipment to support an Andrews International Bike Patrol Program, with the costs not to exceed \$2,500 and shared between the Sunset and Vine and Hollywood Entertainment District BIDs on a proportional 36% Sunset and Vine/64% Hollywood Entertainment District basis. Unanimously approved.

B. Marketing and Communications

1. Hollywood Visitor's Guide and Map Update: An updated list of participants in this year's map was distributed to the board from Katie Zandona. Zandona informed the board that sales are continuing to move along and that the guide will be out by August 2008.

2. Possible CNN Building Visit: Zandona briefed the board on a conversation she recently had with representatives from the CNN building at Sunset and Cahuenga. Since the renovation of the building was now complete, the group would like to offer a tour of the building to the CHC board during the last 30 minutes of their September board meeting. The board agreed, and scheduled the trip for after their September 9, 2008 board meeting.

C. Streetscape Committee

1. Report from Culver City Streetscape Tour: A Power Point presentation was given to the board by Sarah MacPherson which depicted the Streetscape Committee's recent visit to Culver City. The group was able to tour the downtown area and speak with

some of the city's redevelopment agency representatives. In her presentation MacPherson described for the board the several similarities between Culver City and Hollywood that the Committee discovered during their trip.

2. Freeway Off Ramp Conditions: Recently MacPherson received an email from a Sunset and Vine BID stakeholder regarding the conditions of some of Hollywood's freeway off-ramps. As the off-ramps serve as one of Hollywood's red carpets for arriving guests and tourists, currently exiting visitors are instead greeted with an excessive amount of trash and graffiti. MacPherson informed the board that she would work with both the Hollywood Entertainment District and Sunset and Vine BID Streetscape Committees to organize a meeting with representatives from Cal Trans, the Council Offices and Assembly member De Leon's office to discuss a clean up effort and a long term maintenance strategy. MacPherson said she would follow up with the board at their next meeting.

3. William Whyte's Film Screening: MacPherson reported that on August 13, 2008 at the AMPAS Pickford Center, the Streetscape Committee would be having a screening of William Whyte's 'The Social Life of Small Urban Spaces.' The film would be followed by a presentation from Emily Gabel-Luddy and Simon Pastucha, from the LA Planning Department. Board members and those interested in seeing the film are welcome to attend the screening.

4. Glass Etching Removal System: MacPherson was recently contacted by a vendor who was looking for a property owner who would be interested in a free trial of their Glass ReNu product. The product claims to remove etching and scratches from any type of window. MacPherson informed the board if any owner would like to volunteer their property as an example to please let her know at the end of the meeting.

6. New Business

None at this time.

7. Report from Kerry Morrison

A. August Meeting: Morrison suggested that due to vacation schedules during the month of August the board may want to suspend their August 2008 Board Meeting and resume meetings as regularly scheduled in September 2008. The board agreed that if there was no pressing business on the agenda the meeting would be suspended and that meetings would resume as regularly scheduled in September 2008.

8. Consultant's Report

None.

9. Next Meeting

The next meeting was scheduled for September 9, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 6:01 P.M.